

Message Text

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TAGS:OEXC, PL, CZ, UR (MILL, CHARLES STUART)

SUBJECT: AMSPEC CHARLES STUART MILL

1. DEPT HAS AWARDED AMERICAN SPECIALIST GRANT TO CHARLES STUART MILL (WIFE WILL ACCOMPANY AT OWN EXPENSE), PRESIDENT OF THE AMERICAN BUSINESS PRESS (AN ASSOCIATION OF TRADE PERIODICAL PUBLISHERS) FOR TRAVEL TO THE SOVIET UNION SEPTEMBER TWO THROUGH TWELVE TO ENCOURAGE DIRECT CONTACTS AND EXCHANGE OF MATERIAL AND VISITS BETWEEN SPECIALIZED U.S. AND USSR TRADE PUBLICATIONS. SECONDARY OBJECTIVE TO EXPLAIN ROLE OF U.S. BUSINESS PRESS IN ECONOMIC DEVELOPMENT, CURRENT TRENDS IN U.S. ECONOMY, AND TO SHOW U.S. INTEREST IN FURTHER ECONOMIC COOPERATION. HE WILL VISIT PUBLISHERS, TRADE AND ECONOMIC GROUPS, SCHOOL FACULTIES OF JOURNALISM AND PRINTING FACILITIES.

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2. MILL IS PREPARED TO DISCUSS THE FOLLOWING:

ECONOMIC DEVELOPMENT

HOW THE BUSINESS PRESS CONTRIBUTED TO U.S. ECONOMIC DEVELOP-

MENT

THE POSITION OF THE U.S. BUSINESS PRESS TODAY

THE EDITORIAL STAFF

U.S. JOURNALISM SCHOOLS

TYPICAL SEQUENCES AT U.S. JOURNALISM SCHOOLS (MISSOURI,

INDIANA, KANSAS, SYRACUSE)

MANUFACTURING THE MAGAZINE

WILL ELECTRONIC METHODS REPLACE PRINT?

FUNCTIONS OF CIRCULATION DEPARTMENT

MAGAZINE LAYOUT AND DESIGN

3. BRIEF BIODATA FOLLOWS: BORN AUGUST 21, 1916,
DEDHAM, MASS.; CURRENTLY PRESIDENT, AMERICAN BUSINESS
PRESS; FORMERLY VICE-PRESIDENT-GENERAL MANAGER, MAGAZINE
DIVISION AND DIRECTOR, R.H. DONNELLY CORP., AND DIRECTOR,
DUN AND BRADSTREET PUBLISHING CORP.; MEMBER OF VARIOUS
ADVERTISING ASSOCIATIONS. DETAILED BIO POUCHED 7/25/75.

4. MILL IS WILLING TO VISIT OTHER EASTERN EUROPEAN POSTS
FROM SEPTEMBER THIRTEEN THROUGH TWENTY-ONE AND DEPARTMENT
BELIEVES ADDRESSEE POSTS MAY BE INTERESTED IN PROGRAMMING
PER FY 1975 CPP. ADVISE RE DATES, SUITABILITY OF TOPICS
AND ANY ADDITIONAL SUGGESTIONS. KISSINGER

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